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REDCLIFF REVIEW

OUR SLOGAN: An Industrial Metropolis of Industrious People Who Pull Together.

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Volume 27

THE REDCLIFF REVIEW,

THURSDAY, Jan. 11th., 1940

Number 78

Every Canadian May Be Creditor To Dom. Govt.

CANADA'S NEW WAR LOAN

Ottawa, Jan 5th., 1940— In preparation for Canada's first war loan effort of the new world war, a National War Loan Committee and a National Subscription Committee are in process of formation across Canada, and will be organized in time for the initial effort on the economic war front.

The National War Loan Committee, under the chairmanship of the Hon. J. L. Ralston, K. C., M. P., Minister of Finance, will be composed of five former Ministers of Finance, Canada's first Provincial Treasurers, and more than 200 representative citizens, resident from coast to coast. The five former Ministers of Finance are: the Rt. Hon. Sir Louis St. Laurent, the Hon. Sir Henry Drayton, the Rt. Hon. R. B. Bennett, the Hon. E. N. Rhodes and the Hon. Chas. A. Dunning. Mr. Dunning has also accepted the chairmanship of the National Subscription Committee, which will assist the National War Loan Committee, and will be concerned with the securing of larger subscriptions of a national character. It will be responsible for organizing the work of canvassing the larger institutions and corporations, in addition to stimulating the broader sale of the bonds to the public. This committee will have the active cooperation of investment dealers throughout Canada, a number of whom have already done considerable work in the preliminary organization.

The First War Loan will provide Canadians as a whole, with their first opportunity to participate in Canada's war effort. To enable everyone to subscribe, it is indicated that bonds will have denominations as low as \$50 each for smaller subscriptions.

In announcing the acceptance by Mr. Dunning of the chairmanship of the National Subscription Committee, Mr. Ralston said: "Canada is indeed fortunate that Mr. Dunning has agreed to underwrite this important task. His experience as Minister of Finance and also in connection with the Victory Loan campaigns during the last war makes him the ideal man for the job."

WHY NO SUBSTITUTE?

Several expressions of dissatisfaction have been voiced this week, by parents in regard to their being no substitute teacher procured for Miss McDonald's room during her absence since the New Year, on account of illness.

In their opinion the children of both Miss McDonald's room and of the teacher who is trying to look after the pupils of two rooms, are not receiving the consideration which is their due.

They feel it is unfair to ask a teacher to look after two rooms if one is a full time job, especially if there is money available to pay a substitute, which we understand is the case.

Pay Your Subscription NOW and start the New Year right.

A Call TO SERVICE on the Economic Front

"Materials and money count for so much in this war that a resolute, loyal and enthusiastic economic front line may be the determining factor."

M. Prater
 MINISTER OF FINANCE

To your restless question "When can I help win this war?"—the answer is NOW. On Monday next, the Government of the Dominion of Canada will offer the First War Loan. The purpose of this Loan is to provide money to carry on the war, not only on the battlefields, but all along the Economic Front.

Let us explain what the Economic Front means. It means a war in which the entire natural, industrial and financial resources of the country are used to defeat the enemy. It means a "total war" in which every citizen takes a part, in which his personal resources must support those of the Nation.

In such a war, one of the chief weapons is money. Where is this money to come from? There is only one answer. It must come—and come voluntarily—from the savings of our people. The difference between us and the Germans is that we, of our own free will, lend our money—it is not ruthlessly taken away.

This is your opportunity to do your part in this struggle against Hitlerism. The eyes of the world are upon you, upon Canada, one of the strongest members of the British Commonwealth. Canadians must show that their strength, their courage and their resources are all in this fight against "brute force, bad faith, injustice, aggression and persecution."

The news of the success of this Loan must go ringing round the world.

Be ready to buy War Loan Bonds. They will have the proven safety and salability of Dominion of Canada obligations. Any Investment Dealer or Chartered Bank will take your subscription. The quicker the economic war is won, the greater will be the saving of human lives... the swifter the collapse of the enemy.

THE GOVERNMENT OF THE DOMINION OF CANADA



MAKE YOUR DOLLARS FIGHT FOR FREEDOM

Sanity in War Financing

Canada's forthcoming war loan can readily be expected to match the pattern of financial policy that will be universally recognized as sound, and one that reflects the benefits of experience from the last great war. Borrowing, in this instance, is a means only of bridging the margin between the amount of money obtainable by taxes and the actual amount needed to pay the costs of a government at war in defence of freedom.

Recognising the pitfalls of her experience in the last war, Canada on this occasion, is facing the problem of war financing in a forthright manner. Canada's financial machinery has enabled her to set a course at the outset of the new world war that would have been virtually impossible in 1914; it will enable the Canadian people to avoid many of the demoralizing consequences of war, and pay war requirements, such as befell Canada and many other countries in the last great conflict.

This war is to be paid for, in so far as possible, as it is fought, rather than to hazard a repetition of inflationary price movements spiralling to an inevitable and expensive day of reckoning. For the past 20 years, Canada and other countries have been paying the price of inadequate machinery, lack of precedent and foresight in financing the last war. Canada now has a broad and comprehensive taxation system and the financial machinery required for exercising the control that is necessary to carry out a policy that will finance the heavy expenditures involved under any time conditions without giving rise to unfortunate miscalculations and

their inevitable aftermath.

In recent years Canada has pursued a moderate policy of expansion in company with the United Kingdom, Sweden, and certain other countries. In consequence of that policy, Canada was able to reverse the deflationary trend of the early depression years and to facilitate an expansion in national production and business activity that has been more consistent and prolonged than in many other countries. She has also effected a general reconstruction of her debt through refunding loans at lower interest rates and has reorganized, during the last five years, over \$500 millions of Canadian debt held abroad. The net result has been to effect a substantial decrease in the cost of Government debt and to strengthen greatly Canada's credit position.

The new war loan, like probably all loans floated by Canada during this war, will be on a domestic basis. Canadians will provide the principal and receive the interest. The debt will be owed to ourselves in Canadian funds, and will therefore, not give rise to the difficult exchange problems and real burdens to the country which are inherent in external borrowing. In borrowing within our country, the Government hopes to see some of the real savings of the people converted into war loan bonds. The latest available figures show a total of \$1,734,500,000 of savings accounts held by depositors in chartered banks, the highest figure in the history of the Canadian banking system. These deposits are held in over 4

(Continued on back page)

Physical Training Organized and off To Good Start

23 Men Registered on Monday
 30 Women Join Wednesday

Physical Training in Redcliff, got away to a good start on Monday evening in the Cameo Hall. Mr. M. MacKinnon, one of the specially trained instructors, of A-cademy was present and took charge of the Men's Class of 23 members who registered at this time and were all well impressed with the preliminary training an exercises which were given in a pleasing manner by the instructor.

The Ladies' Class started on Wednesday evening under the very capable leadership of Mrs. Wede, also of Medicine Hat, when 30 women registered.

Unfortunately the Department of Education has made a ruling that Public or High School children (even over 16 years of age) are barred from taking advantage of this training.

The instructors would appreciate it, if those taking part in the physical training would be present for classes on time and wear rubber soled shoes during their training periods.

Physical Training classes next week will be held at the following times:

Mon., Jan. 15th: 8 p.m., sharp—Men's Class.
 Wed., Jan. 17th: at 7.30 p.m. sharp—Ladies' Class.
 Wed., Jan. 17th: at 9.00 p.m. sharp—Men's Class.
 Fri., Jan. 19th: at 8.00 p.m. sharp—Ladies' Class.

United Farmers of Alta. to Broadcast January 16, 17 & 18

Holding Annual Dance. During Convention at Edmonton

The United Farmers of Alberta are again putting on an International Farmers Night on the occasion of their annual dance to be held during the Convention in Edmonton this year. This annual dance will be held on Thursday evening, January 18th, commencing at 8.30 p.m. They will be on the air that evening from 8.30 to 1.00 a.m. MFT over CPN (1030kc) and CFRN (960), also from 9.45 p.m. to 10.30 p.m. over CHK (540kc) and CBC.

The program will include greetings from fraternal delegates to the convention, the reading of fraternal greetings to the bodies of organized farmers in other parts of Canada and the United States, the reading of the replies received in return, and also the Old Time Dance, bagpipe selections, etc.

Broadcasts during the session at the Convention will be as follows:
 Tues. A. M. 10.15 to 11.30 over CPN and CFRN, Tuesday p.m. 8.45 to 9.45 and on Wednesday evening from 8.00 to 9.00.

Major Alf. Osgood is, now established in the Blind News and Tobacco Stand, at the C.P.R. Crossing, Second St. Medicine Hat. He invites all his old friends and former customers of the late Mr. Miller, to drop in and see him. His daughter, Miss Velma, is assisting him.

MONARCH

Medicine Hat
THURS. - FRI. SAT.
Jan. 11, - 12, - 13

Deanna's In Love!
The Whole World Has
Waited For This Moment!
**DEANNA DURBIN, IN
"FIRST LOVE"**

with
Helen Parrish, Robert Stack,
Eugene Pallette, Lewis Howard

MON. - TUES. - WED.
Jan. 15, - 16, - 17

The Year's Mightiest
Cast in The Hit Play
That Tells on The Women!

Norma Shearer, Joan Crawford,
Rosalind Russell

in—
"THE WOMEN"

with—
Mary Boland, Paulette Goddard,
Phyllis Povah, Joan Fontaine, Virginia Welder.

SILVER'S

PHONE 2613

JANUARY**Clearance Sale**

ALL WOOL SNUGGLES
AND VESTS - .39

ALL WOOL FANCY
SWEATERS

REG. \$3.50 For \$1.95

DRESSES

Very attractive styles, specially
Marked down - \$1.98

COATS

Fur Trimmed and Fur
Sashkin, Lapin, Squirrel

1-3 OFF

AT SALE PRICES

GET A THERMIQUE

Heatless Permanent

The beauty of your face is en-
hanced when framed in soft,
silk-like waves of a
Ritchie Permanent.

STUDENT SPECIAL

Guaranteed Oil Permanent
Wave. Special

\$2.50

Other Permanents

\$3.50 to \$6.50

The newest in beauty culture.

The most modern individual hair
styling. Competent operators.

Latest equipment.

THE RITCHIE

BEAUTY

PARLOR

Beauty Specialists & Hair Stylists

Phone 2923

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Improve Homes**NOW**

Now is the Time to Plan

Build, Remodel and

Repair Homes

We are equipped to give you

assistance in carrying out your

own ideas of the newest 1939

House Plans to meet needs

The Gas City

Planing Mill

First St. Medicine Hat

ASSINIBOIA**COFFEE SHOP**

DICK PICKERING, MGR.

MEDICINE HAT'S

NEWEST AND MOST

MODERNLY

EQUIPPED

COFFEE SHOP

Featuring Home

Cooked Foods

Ice Cream, Soft Drinks,

Light Lunches, Hamburgs,

and Etc.

SALE! Men's PANTS

500 PAIRS OF PANTS

IN THE LOT

Pants for everyday and pants

for dress occasions. Pants for

young men and middle age

men. Work Pants and

Sport Pants. Priced from

\$1.49

Lewis' Bargain Store

Medicine Hat

COME IN AND GET

YOUR SHARE OF

THE BARGAINS

1-2 PRICE SALE

Thurs. Friday Sat.

CINDERELLA SHOP

SECOND STREET MEDICINE HAT

L. LEWIS M. D.

L. M. C. C.

Physician And Surgeon

Office and Residence in

Lockwood Block Phone 202

KRETLEY JOHNSON

For Accident, Fire and

Sickness Insurance

Trust & Fidelity Bonds

7th Street, Redcliff

Lang Bros., Ltd

INSURANCE

Fire, Accident,

Life, Sickness

651 2nd St. Medicine Hat

Telephone 3554

MOORE'S ANNUAL DRAPERY**AND BEDDING SALE**

Is on, and there are Great Values for Everybody. Our Large

Stock of Curtains, Draperies, Comforters, Blankets, Spreads,

All at Greatly Reduced Prices. A Few of the Outstanding Values

COTTAGE SETS - 69c Set.

Nicely Patterned, Your Choice of Red, Gold, Green Decorations

RAYON NET CURTAINS - \$1.69 Set.

FINE RAYON Net in Honey Shade - 21 x 36

Drapery Materials at Special Prices

A Nice Selection of Damasks at - 49c to 98c Yd.

Many Patterns in Good Quality Cretonne 19c, & 29c yb.

Warm Bedding at Reduced Prices

J. J. MOORE & SON

phone 2787 Near Medicine Hat Garage

**Interesting
Local Items**

Mrs. Hicks received the sad
news on Thursday, of the death
of her brother, Mr. Chas. Huggill
at his home at Jackson, Mich.

Mr. and Mrs. Leonard Hicks

of Brandon, Man. were visitors

here for a few days during the

holidays, with the former's

mother, Mrs. E. Hicks.

Mr. and Mrs. Alex Paterson

of here had as their guests during

the holidays, their daughter Mrs.

Merkle, Mr. Merkle and their

soprano, Mr. J. Rae with his

two sons, all of Calgary.

FIRST AID LECTURES

The next First Aid Lecture

will be given on Friday night

Jan. 12th. at 7.30, in the base-

ment of Gordon Memorial Ch.

More moving pictures will be

shown. The Public is cordially

invited to attend.

IN LOVING MEMORY

In Loving Memory of our Dear

Daughter, Sadie, Cameron, Lep-

pard, who died on Jan. 6, 1938.

She comes not and we miss her

How much, there's none can tell.

We miss her welcome footsteps

And the voice we loved so well.

Lovingly Remembered by her

Brother, and Dad, Sisters, and

Brothers.

FOR SALE - "Philo" bat-

tery. Radio. Complete, with

Batteries. Long- and- Short

Wave. Cabinet Style. 7 tubes

PRICE \$50.

Apply - The Vicarage.

CANADA'S WARTIME PARLIAMENT MEETS THIS MONTH

On January 25th Parliament Hill, Ottawa, will again echo with the sound of pageantry which marks the opening of the House.

The Girls' Guild of S.Ambrose
held a very pleasant social even-
ing in the Parish Hall on Wednes-
day of this week.

Mr. Albert Jones returned on
Thursday from Hamilton, where
he has been taking a course in
Massage.

Miss McDonald of the local
teaching staff, was not able to
return to her work after the
Christmas vacation owing to
illness. She is confined to her
home in Medicine Hat.

The Pressed Brick Co. here
suspended manufacturing oper-
ations for the present on Thurs-
day. The Plant is now under-
going repairs with most of the
staff engaged in the repair work.

Berkley Shop

Medicine Hat

Be Sure and Save Your Money - Attend Our

JANUARY CLEARANCE

SALE

Sale Starts Friday January 12th

It is the "TALK OF THE TOWN"

Coats, Dresses, Ski Suits 1-2 Price

LOOK!

2 Dresses For The Price of 1

Our Annual 2 For 1 Dress Sale

AND JANUARY CLEARANCE START FRIDAY

Come Early and Get Your Choice

THE MAYFAIR